




# CORPORATE STRUCTURE



- OneCoin is a **Limited Liability Company** registered in Gibraltar:
  - ✓ Official address - **143 Main Street, Suite 2B, Gibraltar, GX11 1AA, OneCoin Ltd.;**
  - ✓ Contact details – **12 Tsar Osvoboditel blvd., Sofia 1000, Bulgaria, tel.+359 2 4444 331, e-mail: [info@onecoin.eu](mailto:info@onecoin.eu), bank account: IBAN BG68STSA93000021970918, EUR BIC: STSABGSF, Bank: DSK BANK, Address: Sofia, Bulgaria, One Network Services Ltd. ;**
- The primary activity of OneCoin is **sales and distribution of educational products (OneAcademy educational packages)** in the field of **digital economy**, and more specifically – **cryptocurrency**;
- Part of the **operational staff** of OneCoin is located in **Sofia, Bulgaria**;
- Once OneCoin starts expanding, it foresees three locations of its servers, **two in Europe and one in Asia**;
- OneCoin Ltd. and its products are **certified as legal and legitimate by the German law firm “Breidenbach”**.

**BREIDENBACH**  
RECHTSANWÄLTE

NUSSBAUMSTRASSE 6  
80339 MÜNCHEN

TELEFON +49 (0) 89 / 21 26 83 0  
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E-MAIL: [mail@breidenbach.de](mailto:mail@breidenbach.de)

2. September 2014


**LEGAL OPINION ONECOIN**

We have been asked to assess the legality of cryptocurrency by our client, OneCoin Ltd.

A cryptocurrency is a digital commodity created according to strict mathematical principles by a complex algorithm, thereby generating a finite supply. Unlike normal currencies, which are printed by central banks, cryptocurrencies are inflation-proof and respond to supply and demand like any other commodity.

As a result, most countries have recognized cryptocurrencies as a bona fide commodity, which may be held and traded by their citizens.

In our opinion the 'OneCoin' is a legitimate product, limited to 2.1 Billion.



I want to show people the increased Matching Bonus potential if they a) expand their organization and b) go for a bigger product package. It may need two or more slides to show it clearly but here is an example of what you might earn with various packages if you get 2 who get 2, 3 who get 3, and 5 who get 5, assuming an average network bonus earning of just 100 euro per week of everyone in the team. Perhaps someone in the team might be able to display this graphically clearer than I for use in the PPTX1. Assuming everyone earns just 100 per week network bonus.

Assuming you are qualified with the minimum of one Trader on each leg:

TraderTycoon	2200	10%	10%	3300	10%	10%	5500	10%	10%	4400	10%	9900	10%	10%	252500	10%	10%
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Matching Bonus earned this week																	
20620 1202685 280020300																	

## WHO WE ARE

### Dr. Ruja Ignatova

Ruja Ignatova is the Founder, Owner and Executive Director of OneCoin Ltd.

#### Dr. Ignatova's Biography

- Born in Sofia, Bulgaria;
- Degree in Law (M.Jur) from the University of Oxford;
- Masters Degree in Economics from the University of Konstanz;
- Ph.D. in Law from the Universities of Oxford and Konstanz, Thesis on Corporate Litigation within the European Union;
- Former Associate Partner with McKinsey & Company, where projects in:
  - ✓ Corporate Banking;
  - ✓ Private Equity (KKR, TPG);
  - ✓ Asset Management;
  - ✓ Risk Management;
  - ✓ Operating and Liquidity Risk.
- Former CEO and CFO of one of the biggest Asset Management Funds in Bulgaria – CSIF with 250 Mio Euro assets under management;



Dr. Ruja Ignatova



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Package	Trader	Tycoon	ProTrader	Exec. Trader	Network Bonus	Matching Bonus
2x2	2	2	2	2	3000	20620
3x3	3	3	3	3	12000	1202685
5x5	5	5	5	5	78000	280020300

## WHO WE ARE

- Several projects for **Texas Pacific Group (TPG)**, one of the **biggest Private Equity Funds** in the world;
- While at McKinsey worked for **Sberbank, UniCredit, Allianz**, Raiffeisen and other financial institutions;
- In 2012 awarded **Business Woman of the Year in Bulgaria** (Category International Business);
- **Creation and Management Partner of Delta Capital** – a Private Equity Fund for Eastern Europe. **Capital of 150 Mio Euro**, taken over later by **VTB Capital, Russia**;
- **Projects with Deutsche Bank Frankfurt**, setting up Russian Investment Banking operations;
- **Structure and Set Up of a portfolio of 75 Mio Euro for Global Wealth Investment Funds** (privately owned BVI company);
- **Consulting work for several Cryptocurrency companies**;
- **Published two books on Finance and Law in German and Chinese.**



Dr. Ruja Ignatova



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# WHO WE ARE

## Dr. Ignatova's Awards and Certificates



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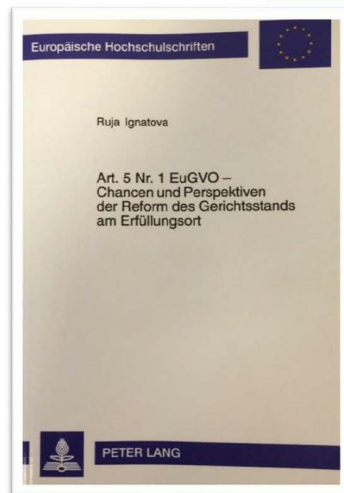
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### Dr. Ignatova's Books



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## WHO WE ARE

### Nigel Allan

Nigel Allan is the President of the OneCoin Network.

#### Nigel Allan's Biography

- Nigel has extensive field experience in **network marketing**, having entered the industry in **1985** and **built worldwide organizations**, as well as **consulted and worked in top management** of several successful companies. A recognized expert in his field, he is often sought out by **MLM companies** to consult on **international expansion, product development, legal and compensation issues**;
- Like many career professionals in network marketing, Nigel has marketed a variety of products and services – from **nutritional supplements, cosmetics, jewellery, to telephony services** and now **cryptocurrency**. However, he considers his appointment as President of OneCoin the pinnacle of his career, calling it **'the perfect business'**;



Nigel Allan



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## WHO WE ARE

Some of Nigel's achievements include:

- 1985-91 – Successful distributor in network marketing;
- 1993 – Created the first ever skin treatment line for Enrich (now called Unicity) in Utah, USA and became VP Training and VP Aeon Collections;
- 1996 – Redesigned and relaunched the Elemis range of aromatherapy-based skin care;
- 1996 - Guest lecturer on international marketing to university undergraduates at the Vasterbottens University, Umea, Sweden;
- 1996 - Co-authored a paper with Dr. Elena Bocchietto entitled "The case for biotechnology in cosmetics", published in the leading global cosmetics industry journal;
- 1997 – Created the world's first ever skin treatment line based upon chirality and optical activity, coining the term "Chirally Correct Cosmetics";
- 1998 – Guest speaker at the symposium on the use of Biotechnology in Cosmetics at the "Fondazione per le Biotecnologie", Torino, Italy, whose President is Professor Lorenzo Silengo, also Director of the Molecular Biotechnology Centre of the University of Torino;



Nigel Allan



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- 2003 – Former Harpers and Queen Health and Beauty editor and best-selling author of over 30 books on health and wellness, and originator of the Origins line for Estee Lauder; Leslie Kenton said in her seminal book, SKIN REVOLUTION, “When it comes to cosmetics, Nigel Allan knows more about chirality than anyone in the English-speaking world...” ;
- 2008 – Consulted with a major Hollywood A list star on the development of her own skin care line.

There's little Nigel enjoys more than helping and inspiring others to raise their game and achieve their goals. When not working in his chosen field, Nigel can often be found in the gym or taking pictures.



Nigel Allan



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## OUR TEAM

### MASTER DISTRIBUTOR

Sebastian Greenwood

- ✓ Age 38;
- ✓ Lives in Asia and on airplanes;
- ✓ Network marketing since 2003;
- ✓ Worked both corporate and distributor side;
- ✓ Driven by duplication.

### Why the OneCoin opportunity?

- ✓ Real business, Real people;
- ✓ One of the most powerful opportunities on the market;
- ✓ Missed the Bitcoin opportunity in 2010 ;
- ✓ To gain substantial wealth;
- ✓ Prove to myself that I can do it.



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## OUR TEAM







## WHAT IS ONE?

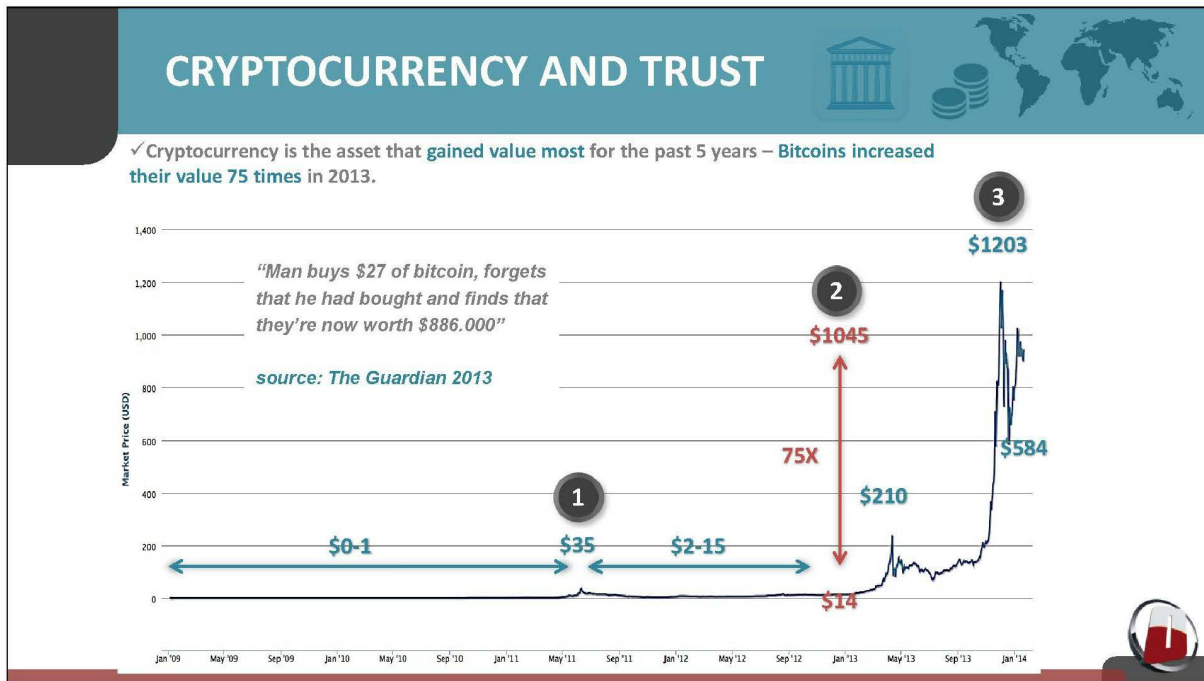
OneCoin provides a **once in a lifetime opportunity**, revolutionizing the business world of financial products and the internet. The OneCoin concept is a unique and innovative cryptocurrency, that is born on the success of the pioneering and famous cryptocoin, Bitcoin.

It all started back in 2009 when a new digital currency was introduced to the internet world. Since then this currency has seen a **75 times increase in its starting price**. It started at only 0.10 USD per coin and has been traded for over 1.000 USD per coin.

OneCoin however is much more – it is a life style concept offering **unique opportunities for growth and profitability** to its members.

Now it's time to let you - as a potential member, take part in launching a new currency, the OneCoin. This opportunity is only available through a strictly by invitation basis, providing a business platform that introduces you to extremely attractive profit opportunities and financial education.





As the Guardian Newspaper noted, a man that bought \$27 of Bitcoin and forgot he owned them can now buy a luxurious apartment in the center of Dubai with the same Bitcoins

2010 A MAN BUYS A PIZZA FOR 10.000 BITCOINS. TODAY THIS IS OVER 7 MIO USD. THIS IS THE MOST EXPENSIVE PIZZA IN THE WORLD!!!

**The 7 Million USD Pizza!**





## CRYPTOCURRENCY – A HOT TOPIC ALL OVER THE WORLD AND THE NEXT BIG THING



Bitcoin Cash Mashine



Wall Street investing in  
Cryptocurrency!

As filed with the Securities and Exchange Commission on July 1, 2013

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

Form S-1  
REGISTRATION STATEMENT  
UNDER  
THE SECURITIES ACT OF 1933

### WINKLEVOSS BITCOIN TRUST

Sponsored by Math-Based Asset Services LLC  
(Exact name of Registrant as specified in its charter)

6221  
(Primary Standard Industrial  
Classification Code Number)

30 West 24th Street, 4th Floor  
New York, NY 10010  
(646) 751-4444

(Address, including zip code, and telephone number, including area code, of Registrant's principal executive offices)

The Corporation Trust Company  
1209 Orange Street  
Wilmington (New Castle County),  
DE 19801 (302) 658-7581

(Name, address, including zip code, and telephone number, including area code, of agent for service)



## GOVERNMENTS AND AUTHORITIES ACCEPT CRYPTOCURRENCY AND SEE IT AS THE FUTURE OF MONEY AND LEGITIMATE

### THE WALL STREET JOURNAL.

MARKETS

#### Authorities See Worth of Bitcoin

By RYAN TRACY

Updated Nov. 16, 2013 11:59 p.m. ET

WASHINGTON—Senior U.S. law-enforcement and regulatory officials said they see benefits in digital forms of money and are making progress in tackling its risks. The price of [bitcoin](#), the most common virtual currency, soared to a record following the comments.

U.S. authorities, appearing Monday at the first-ever congressional hearing on virtual currencies, outlined the pitfalls and promises of [bitcoin](#), amid concern the anonymity and decentralized nature of some virtual currencies can help facilitate crimes. The hearing provided a financial lift to bitcoin as U.S. officials, who have previously highlighted the currency's role in money laundering and other illicit activities, called it a "legitimate" financial service.

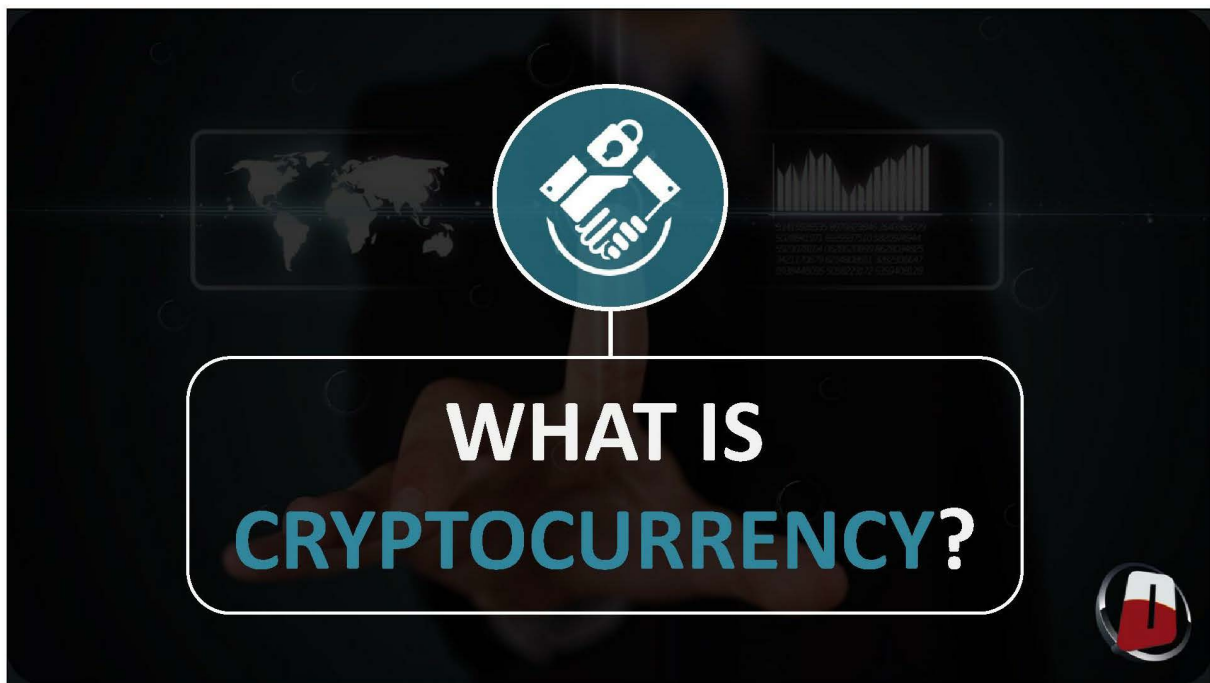


"The Department of Justice recognizes that many virtual currency systems offer legitimate financial services and have the potential to promote more efficient global commerce," Mythili Raman, acting assistant attorney general for the department's criminal division, said in testimony before the Senate Homeland Security and Government Affairs Committee.

Federal Reserve Chairman Ben Bernanke, who didn't attend the hearing, said in a letter to senators that virtual currencies "may hold long-term promise, particularly if the innovations promote a faster, more secure, and more efficient payment system."

**LEGAL**





## WHAT IS CRYPTOCURRENCY?

**Cryptocurrency** is a digital currency that uses cryptography for security and anti-counterfeiting measures. The first cryptocurrency to be created was Bitcoin in 2009. The value of cryptocurrency is not tied to any country or central bank. The value is driven only by supply and demand.



### Value of 1 x Bitcoin

2009 : 1 x Bitcoin: USD 0.10

2014 : 1 x Bitcoin: USD 1100



### Cryptocurrency

The value of this currency is dependent on supply and demand. Cryptocurrency behaves like Gold and Silver.



### New Currencies

Bitcoin paved the way for new currencies to enter the market. OneCoin is superior to competitors due to its technological concept and marketing strategy.





## SUCCESS OF BITCOIN

The first ever cryptocurrency Bitcoin, launched in 2009 by Satoshi Nakamoto



### Technical Innovation

Bitcoin was the first digital currency. It used a unique cryptography software and was a pioneer in the industry. Most users are knowledgeable IT people. To be able to **profit from Bitcoin you would need to become a miner of the coin**. This implies large investments in servers that run the Bitcoin software. This is one of the reasons why Bitcoin remained a niche currency.

### Reasons for Success

Being the first cryptocoin and a pioneer in innovation, Bitcoin quickly got attraction and is today still the most used cryptocoin on the internet.

Bitcoin made internet transactions fast and easy and gave users new opportunities by revolutionizing the payment world.

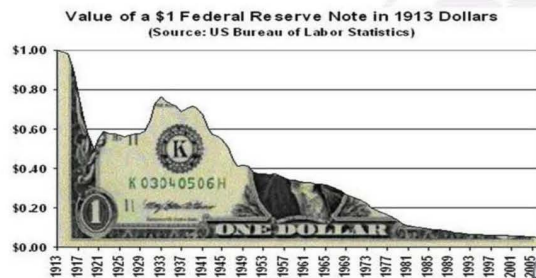


## TRADITIONAL CURRENCIES ARE LOSING VALUE

Did you know that a US dollar today will buy only 3% of what it would have in 1913? Since 1948 the USD (\$) has lost 72% of its value.

### Increased Value

The price of Digital  
Currency  
increased steadily  
over time. Bitcoin  
increased 75x last  
year.



## WHAT IS MINING?

Cryptocurrency is based on **cryptography** and **complex mathematical algorithms**. The solution of the algorithm/puzzle is a long string of numbers and letters – and if a **right combination of letters and numbers** is found **according to the algorithm** - **new coins are created** and awarded to the person who found the solution. That process is called mining.

To find the solution **powerful computers** are used. Often users join sources to have more power and to solve the puzzle faster.

In the beginning there is the Genesis block. The first coins are created. Afterwards the user starts **“mining”** and **solving the algorithm** – until they find all possible combinations for the right solution – and all OneCoins are found.

In the **beginning mining is easy** – as there are many solutions. But the more coins are found, the more difficult the search for new coins becomes.

Bitcoin mining difficulty grows with time!

In the beginning with low resources many coins are found!  
The earlier you join the more profit you make!

The early days of a cryptocurrency are good for miners!

2010 a user finds 1 Bitcoin per hour in average.  
2014 it takes 25 DAYS to find one Bitcoin!!!



## BUILDING MINING POOLS TO JOIN RESOURCES – MINING NOW IS ONLY FOR PROFESSIONALS

FROM



Bitcoin  
Mining 2009

TO



Bitcoin  
Mining 2014



- Technology now is so advanced and expensive – if a user does not join a Pool but mines on his own, he needs high investments and over 450 days to become profitable!
- OneCoin users build pools and mine the coins together, sharing resources and rewards!





# THE MORE DIFFICULT MINING BECOMES, THE HIGHER THE PRICE OF THE CRYPTOCURRENCY

The higher the mining difficulty, the higher the coin price!





## WHAT IS ONECOIN?



OneCoin is a new type of cryptocurrency. This currency is born out of the success of its peers, Bitcoin and Litecoin. Due to **superior technology, innovative approach and usability**, OneCoin has the ability to become the next successful cryptocurrency on the market.

Like all **cryptocurrencies**, to come into existence OneCoin has to be **MINED**. Mining means the creation of new coins by the users. There are only 2.1 bn OneCoins that can be found. **Once all of them are found, no new coins can be created**. ALL OneCoins will be mined by its users – OneCoin is not a premined currency!

Coins are mined, by users **joining a mining pool**, where with joint resources a complex algorithm/puzzle is being solved. Once a solution is found, the mining pool is awarded a reward – in OneCoins. The more OneCoins are mined and the more users join the mining, the more difficult, time and resource consuming mining becomes.

OneCoin uses a **block chain model to verify the amount of coins** that have been mined and issued into the market space. A block is a sophisticated algorithm of hashed numbers that represent each mined coin.



## ONECOIN – A NEW CURRENCY FOR ONE WORLD

Since the incredible success of Bitcoin many new currencies followed – so why is OneCoin so successful and THE next big thing?

- ✓ OneCoin uses the newest, most secure and innovative technology;
- ✓ OneCoin is a currency for „you and me“ – we educate our members – you don't need to be a Wall Street financial expert to use it and to make money;
- ✓ OneCoin is not only a cryptocurrency but a whole concept – with the OneNetwork, the OneExchange and the OneAcademy;
- ✓ We are exclusive – our members join by invitation only, and we do not do the anonymous and intransparent transactions other cryptocurrencies try;
- ✓ Due to our partner Aurum Gold Coin we are able to offer our members the first HYBRID currency, that made gold liquid and accessible to the normal people!

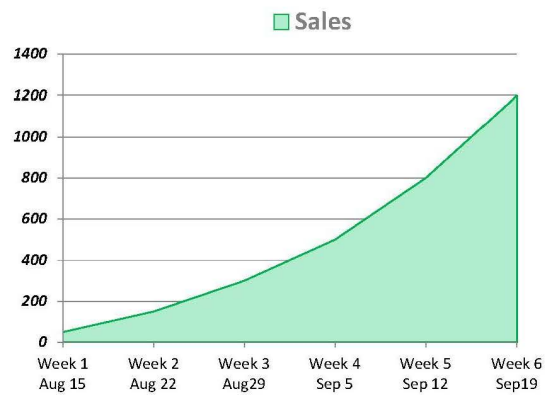


## ONECOIN IS THE FUTURE!

- Innovative, secure and REAL cryptocurrency;
- Will be 100% mined by members – profit will stay with members;
- Pool of miners – user can start mining without huge hardware investment;
- REALTIME mining that can be watched by all members;
- Early joiners profit from low mining price/difficulty – price will increase over time. Bitcoin price increased from 0.10 USD to over 1.000 USD per coin!
- Will be traded on a public exchange, like Bitcoin and Litecoin.



## A SUCCESS STORY TO BE CONTINUED...



- ✓ The company has already achieved over 1,200 sales in less than 6 weeks since its launch;
- ✓ Duplication effect;
- ✓ Language Adaptation;
- ✓ Upgrades starting.





## ONECOIN MEMBERS

Number of users per country

- ✓ Users from more than 50 countries have already joined the OneCoin Network;
- ✓ Most members from Finland, China and Malaysia;
- ✓ Further expansion in Europe, Africa and Russia;
- ✓ US coming next.

